

WHAT IS CLAIMED IS:

1. A method of wirelessly electronically identifying an on-site or near-site retail purchase from a retail unit using a mobile computing device comprising:
 - 5 communicating via a direct, wireless communication link between the mobile computing device and the retail unit to perform the following actions:
 - receiving at the mobile computing device a listing from the retail unit; and
 - 10 transmitting from the mobile computing device a purchase request to the retail unit to order selected items from the listing.
2. The method of claim 1, further comprising the step of sending a request from the mobile computing device to the retail unit to receive a listing of items available for purchase.
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3. The method of claim 1, further comprising the step of receiving at the mobile computing device from the retail unit a confirmation of the ordered items.
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4. The method of claim 1, further comprising picking up the ordered items from the retail unit.
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5. The method of claim 1, further comprising paying for the ordered items via the mobile computing device.
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6. The method of claim 5, wherein the paying step further comprises sending a secure electronic payment to the retail unit for the ordered items.

7. The method of claim 6, wherein the step of sending secure payment further comprises paying electronically by at least one of a credit card, a debit card, an electronic funds transfer, and a checking account.
- 5 8. The method of claim 1, further comprising:
defining the retail unit as a drive-up restaurant; and
providing the listing as a menu of food items available for purchase.
9. The method of claim 1, wherein the communicating step further
10 comprises establishing an independent direct electronic link between the mobile computing device and the retail unit for permitting wireless electronic communication therebetween independent of a communication network.
10. The method of claim 9, further comprising establishing the
15 communication link during the step of requesting a listing of items for purchase.
11. The method of claim 9, further comprising establishing the
communication link automatically upon the mobile computing device and an
electronic communication module of the retail unit being in close proximity to
20 each other.
12. The method of claim 11, further comprising performing the step of
receiving the listing of available items immediately upon establishment of the
communication link.
- 25 13. The method of claim 1, wherein the mobile computing device comprises
at least one of a personal digital assistant, a laptop computer, and a mobile phone.
- 30 14. The method of claim 1, wherein mobile computing device includes voice recognition capability.

15. The method of claim 1, further comprising providing the mobile computing device with one or more active display pages for activating functions to transact a retail purchase with the retail unit including at least the following
- 5 functions: menu request, item selection, order request, and payment selection including authorization.
- 10 16. A method of wirelessly electronically identifying an on-site or near-site retail purchase within a multiple retail unit center using a mobile computing device comprising:
- wirelessly electronically communicating between the mobile computing device and one or more retail units within the retail center to perform following functions:
- 15 sending a request from the mobile computing device to the retail units within the retail unit center to identify select items available for purchase from the retail units within the retail center; and
- 20 receiving at the mobile computing device from at least one of the retail units an identification of select items available for purchase at the retail unit.
17. The method of claim 16, further comprising sending a request from the mobile computing device to the retail unit to purchase the identified items.
- 25 18. The method of claim 17, further comprising receiving at the mobile computing device a confirmation from the retail unit of purchase of the items.
- 30 19. The method of claim 18, further comprising sending electronic secure payment for the purchased items from the mobile computing device to the retail unit.

20. The method of claim 16, further comprising receiving at the mobile computing device mapping and routing information sent from the retail units regarding location of each retail unit in the retail center.
- 5 21. The method of claim 16, further comprising establishing a wireless electronic communication link between the mobile computing device and an electronic communication center of the retail center in addition to communication between the mobile computing device and the retail units.
- 10 22. A system for identifying and transacting a wireless electronic on-site retail purchase comprising:
 a mobile computing device;
 a retail unit including a wireless communication module for direct
 wireless electronic communication with the mobile computing
15 device; and
 a direct wireless electronic communication link between the mobile computing device and the retail unit that is activated by at least one of selective activation by the mobile computing device and by automatic activation upon the mobile computing device and the retail unit upon arrival of the computing device upon the premises of the retail unit.
- 20 23. A wireless purchasing system comprising:
 a communication module located at a retail unit; and
25 a wireless appliance configured to establish a communication link with the retail unit via the communication module, receive a listing of items from the retail unit, transmit a purchase request to the retail unit of ordered selected items from the listing, and receive a confirmation of the ordered selected items.